

Introduction

If you are a clinical therapist who knows how to provide appropriate, quantifiable results for your patients and clients, you are a perfect fit for working closely with healthcare providers. As a part of your client's therapy team, your goal is to help them attain therapeutic results. As you know, these results range from increasing their ability to function and carry out activities in their daily lives (ADLs) to reducing pain, to helping them with their stress management.

When you are trying to establish a relationship with health care providers, you will no doubt have a conversation about what you do and how your services can help these health care providers' patients. Remember, their reputation is on the line if they refer a patient to you, so they want to be absolutely confident you will provide not only great results, but also stellar service.

In all your correspondence and communications with health care providers, be sure to always be professional and focus on what is best for them and their patients. Use their "lingo" such as the word 'patient', even if you don't use that word.

We suggest you create an introduction letter that you send via email or regular postal mail to the health care provider. This document represents you and your business, so be sure to highlight the aspects of your business that make you unique and stand out from the other therapists in your town. We've compiled these letters for you to use as templates. You can use these to model your own. Make these letters specific to you and your practice, by replacing our information with your own and writing them to reflect your brand, your clinic or practice and you personally!

Irene Diamond, LMT
Laura Allen, LMT

Dr. Charles Quarles
206 Reservation Dr
Spindale, NC 28167

Dear Dr. Quarles,

We would like to make you aware of the services that we perform here at THERA-SSAGE. Our office is staffed by Nationally Certified and North Carolina Licensed Massage Therapists and Bodyworkers who are trained in many different modalities of bodywork, including Medical Massage, Orthopedic Massage, Pregnancy Massage, and other disciplines. We have recently added a specialist to our staff whom is certified in the Vodder Technique of manual lymphatic drainage and fitting compression garments. MLD is very beneficial to patients suffering from lymphedema, allergies, migraine headaches, and other ailments.

As a physician, you know personally how many of the body's ills are caused or contributed to by stress. Massage relieves stress, increases circulation, assists the body in eliminating wastes, increases lymphatic flow and has many other benefits. Acupuncture has many health benefits as well, as evidenced by the more than 5,000 years that it has been in use. We are not a replacement for medical care. We are a compliment to it.

Some of the problems we see great improvement with are TMJ Dysfunction, Carpal Tunnel Syndrome and other repetitive motion injuries, Fibromyalgia, Chronic Fatigue and other syndromes or conditions that involve muscle pain. Our staff is well educated to contraindications, and when in doubt, we call the doctor. We will also be diligent in following up with you after any referrals you may send us.

Every member of our staff is a college graduate in addition to being licensed in massage therapy and/or acupuncture. We are proud of our diversity and professionalism. If you have never received complementary and alternative therapy yourself and are not sure of the value of it, we can provide you with references from other physicians and healthcare providers who are already referring to us. I am also enclosing a couple of research articles about the benefits of massage therapy.

We are having an Open House on Weds., June 2. Rutherford Hospital personnel will be here conducting free health assessments from 8-2. Please stop in, and if that is not a convenient time for you, please call us to set up a time to come and interview our staff members and see our office. We look forward to meeting you.

Sincerely,

Laura Allen, NCBTMB, LMBT # 1042

*To best support your clients and patients, please use this **Introduction Letter**, and the corresponding **Thank You Letter** as a guide to create your own communication with other health care providers. Irene Diamond, RT uses these documents in her correspondence as director of Diamond Massage & Wellness Center in San Francisco, California, U.S.A. This excerpt was submitted by Irene Diamond, and taken from www.SuccessfulMassageTherapist.org, an online resource supporting therapists to take their practice from good to great!*

Dear Dr. X,

Are you a Health Care Provider who recognizes the benefits of massage, myofascial therapy, exercise and fitness training and want to confidently refer your patients to someone you trust?

But, WHO can you trust? Now You Know Us!

You Can Now Relax and Refer Your Patients to The Best, with Confidence!

___ Your name was given to us by: _____

___ Your office contacted us regarding therapy for your patient _____

We have many medical doctors, chiropractors, physical therapists, dentists, psychotherapists and pain clinics all across the Bay Area who trust us and refer their patients to us daily -- We hope you will too!

We were the first 'Wellness Center' in San Francisco, and have been the leading provider of Myofascial Therapy, Neuromuscular Reeducation, Therapeutic Exercise, one-on-one Functional Fitness Training and Medical /Orthopedic Massage Therapy in San Francisco since 1988.

If you have patients who request soft-tissue manipulation such as massage, you will be pleased when you refer them to us. They will get comprehensive therapy here.

Rest-assured, WE ARE NOT A HIPPIY-DIPPY MASSAGE PLACE WITH INCENSE! Your patients

will receive corrective therapy in most cases combining myofascial manual techniques with therapeutic exercise, neuromuscular reeducation and postural and biomechanical education all in a professional, but friendly atmosphere.

When your patients present with muscle spasms, post-surgical pain and limitations, R.S.I., T.O.S, whiplash, sports injuries, sprains/strains; migraines, T.M.J.D., limitation of joint or muscle range of motion, faulty posture, and of course any other soft-tissue dysfunction, please refer them to us at our San Francisco Wellness Center as an adjunct to your current treatment, or once you have discharged them.

Because so many people enjoy our hands-on therapy, patient compliance and satisfaction is extremely high - therefore their recovery rate is even higher! If need be, we address all aspects of the person's lifestyle (ADL's); including their sleep position, ergonomics of their work station, gait, posture, body mechanics, etc. We find spending a significant amount of the therapy time providing education along with the hands-on manual, movement and neuromuscular-based procedures provides the most comprehensive approach and will allow your patient to attain maximum benefits.

We have a very high return-to-work rate because our therapy system is so comprehensive and personalized.

Our specialty is pain management and soft-tissue rehabilitation for acute or chronic orthopedic conditions and dysfunctions. I personally provide a unique technique called Active Myofascial Therapy - The Diamond Method™ (AMT).

Active Myofascial Therapy is a specific rehabilitation system I, myself developed and have been practicing and teaching it since 1987. The method incorporates a unique system of trigger point therapy, joint mobilization, myofascial release, therapeutic exercise and neuromuscular reeducation techniques.

(A descriptive article of AMT -The Diamond Method™, "Are You In Pain?" is included in this packet which can be copied and distributed to your patients.)

The goal of AMT is to reestablish proper posture and biomechanics, facilitate muscle recruitment, develop strength and stability, increase optimum flexibility and function; and break up and realign myofascial adhesions.

We are not physical therapists, but rather, rehabilitation therapists, exercise specialists, myofascial, and massage therapists.

In addition to Active Myofascial Therapy ~ The Diamond Method™, our Center also specialize in:

- Acupressure
- Deep tissue Massage
- Personal Fitness Training
- Pre and Post Natal Massage
- Ergonomics for new Parents
- Shiatsu
- Thai Yoga
- Passive and active stretching
- Orthopedic Medical massage
- Trigger point Therapy
- Pre and Post Natal Exercise
- Back-Care Classes
- Relaxation Massage
- Posture / Biomechanic Education

Your referral for our therapy is usually covered by most Motor Vehicle insurance. We can bill your patient's insurance directly or provide them with a cash discount and a statement for them to submit for reimbursement.

We take pride in offering the utmost in service to you, your staff and your patients.

You can trust that once you refer your patients

we will provide the very best quality of comprehensive therapy!

- We've enclosed a "Provider Needs" form, to be sure to correspond with you as you wish.
- We have also included a Personalized Prescription Sheet for your office use.

Thanks for your interest. I look forward to working with you soon!

Irene Diamond, RT.

Director, Diamond Massage & Wellness Center,

Rehabilitation Therapist / Exercise Specialist

www.TheDiamondMethod.com

www.DiamondWellness.com

P.S. - If you would like, I would be happy to come to your office at your convenience to discuss the Active Myofascial Therapy - The Diamond Method™ and how we can help your patients (or you) feel and function better!

P.P.S. - If you would like a tour of our Wellness Center, please call us to arrange one at any time, as we are open 7 days a week.

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Here is a “Thank You Letter” to send to doctors and other health care providers after you have seen one of their patients, or when they send you a client and prescribe your therapy.

The purpose of sending this letter to the doctor or HCP is to:

- Notify them that you are not going to prescribe or diagnose.
- Discuss your therapy modalities and protocol for their patient.
- Reiterate your therapy is all under their direction and will follow their prescription.
- Describe the goal of your therapy for their patient.
- Open the door to future communications about their patient if necessary.

Again, adjust it accordingly to fit the health care provider and the client with whom you are providing therapy.

SAM's WELLNESS CENTER

1841 Lombard St.,

San Francisco, CA

94123

(415) 111-1111

TO: Sally Doctor, MD

Re: PATIENT'S NAME: Mary Fisher

Date of Injury: and will follow their direction.

Dear Dr. X,

Thank you for prescribing massage therapy treatment for your patient Mary Fisher.

At Sam's Wellness Center I provide a variety of manual and movement based therapies, which will be provided according to your recommendations.

My therapy goal, depending on your patient's diagnosis and prescription of course, is to manage, (if not eliminate) your patient's pain and any soft tissue dysfunction. I also work to improve the patient's joint range of motion, decrease soft tissue adhesions and restrictions, correct functional postural distortion, teach proper biomechanics for movements such as walking, sitting, lifting, etc., educate them on the principles of ergonomics, and increase dynamic functional strength and joint stability.

Physicians throughout the entire Bay Area refer their patients to me instead of, or in addition to physical therapy. Patient's see excellent results and love my unique hands-on" manual therapies. I spend the entire 50 - 60 minutes exclusively with your patient.

Depending on your prescription, your patient's therapy may consist of a combination of myofascial therapy, therapeutic exercise, neuromuscular reeducation, traction, orthopedic-medical massage and accupressure. Other therapies and services may also be performed, such as moist heat or ice treatments, personal fitness training, or weight management programs, again depending on your patient's needs. Please let me know if you have questions about any of these modalities.

I will personally work with your patient if you request, or we can have them work with one of our other hand-picked therapists. Every therapist here is certified and/or licensed in their respective fields.

If necessary we perform an initial evaluation on your patient and follow- up re-evaluations every 45 days or at the end of your current prescription. We will fax you a copy of these reports for your patient's file. If

you need more frequent correspondence from us, or if there is anything else we can provide to your office regarding this or other patients please let me know.

Again, thank you for your referral -- I appreciate your trust in us!

Yours in health,

Sam Martinez, Director,

Massage Therapist

Be sure to put your information in where it is needed.

Mail this on your professional business letter head and include a few business cards.